

ORDER



WAVY

Orders
Order / Rev: 214680
Alt Order #: 06863987
Product Desc: 10/16-10/29 BARACK OBAMA
Estimate: 1904
Flight Dates: 10/16/12 - 10/29/12
Original Date / Rev: 10/15/12 / 10/23/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	82	\$21,700.00	\$18,445.00
10/29/12	10/29/12	10	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$21,700.00	\$18,445.00	0.00
November 2012	10	\$2,600.00	\$2,210.00	0.00
Totals	92	\$24,300.00	\$20,655.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	32%	\$24,300.00
Market	100%	\$75,937.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$2,278.12
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	14%	\$10,631.25
WTVZ	7%	\$5,315.62
WVBT	23%	\$17,465.62
WVEC	21%	\$15,946.88

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/16/12	10/19/12	Today Show 2	CM	9a-10a	- TWTF - -	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - TWTF - - 4 \$300.00 0.00															
E 2	WAVY	10/22/12	10/22/12		CM	9a-10a	M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 2											
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$300.00			0.00			
E 3	WAVY	10/16/12	10/19/12	Today Show 3	CM	10a-11a	- TWTF--	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$250.00			0.00			
E 4	WAVY	10/22/12	10/22/12	Today Show 3	CM	10a-11a	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$250.00			0.00			
E 5	WAVY	10/16/12	10/19/12	Hampton Roads Show	CM	11a-12p	- TWTF--	:30	4	\$75.00	P4	0.00	NM	4	\$300.00
				Hampton Roads Show											
				HAMPTON ROADS SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$75.00			0.00			
E 6	WAVY	10/16/12	10/19/12	WAVY News 10 @ Noon	CM	12p-1p	- TWTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
				News 10 @ Noon											
				NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$125.00			0.00			
E 7	WAVY	10/22/12	10/22/12	WAVY News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				News 10 @ Noon											
				NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$125.00			0.00			
E 8	WAVY	10/16/12	10/19/12	Days of Our Lives	CM	1p-2p	- TWTF--	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$300.00			0.00			
E 9	WAVY	10/22/12	10/22/12	Days of Our Lives	CM	1p-2p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$300.00			0.00			
E 10	WAVY	10/16/12	10/19/12	M-F 2-3p	CM	2-3p	- TWTF--	:30	4	\$75.00	P4	0.00	NM	4	\$300.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$75.00			0.00			
E 11	WAVY	10/22/12	10/22/12	M-F 2-3p	CM	2-3p	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$75.00			0.00			
E 12	WAVY	10/16/12	10/19/12	M-F 3-4p	CM	3p-4p	- TWTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--		4			\$125.00			0.00			
E 13	WAVY	10/22/12	10/22/12	M-F 3-4p	CM	3p-4p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$125.00			0.00			
E 14	WAVY	10/16/12	10/19/12		CM	4p-5p	- TWTF--	:30	4	\$175.00	P3	0.00	NM	4	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p											
				M-F 4-5p											
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$175.00		0.00						
E 15	WAVY	10/22/12	10/22/12	M-F 4-5p	CM	4p-5p	M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
				M-F 4-5p											
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$175.00		0.00						
E 16	WAVY	10/20/12	10/20/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Today Show Saturday											
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00						
E 17	WAVY	10/21/12	10/21/12	WAVY News 10 Sunday	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sunday 7a											
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$400.00		0.00						
E 18	WAVY	10/22/12	10/22/12	Mon Hour 3	CM	10p-11p	M-----	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
				Monday 10-11p											
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,100.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WAVY	10/22/12-10/28/12	Mon Hour 3	10p-11p		M-----	:30	(\$1,100.00)	0.00	NM				
		See MG 18.2 [Program Change]													
2		WAVY	10/18/12-10/18/12	Thur Hour 3	10p-11p		---Th----	:30	\$1,100.00	0.00	NM				
		Ⓜ MG for 18.1 10/22 [Makegood]													
E 19	WAVY	10/17/12	10/17/12	Wed Hour 3	CM	10p-11p	--W----	:30	1	\$1,800.00	P2	0.00	NM	1	\$1,800.00
				Wednesday 10p-11p											
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,800.00		0.00						
E 20	WAVY	10/19/12	10/19/12	Fri Hour 1	CM	8p-9p	----F--	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
				Friday 8-9p											
WHINEY/COMMUNITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$900.00		0.00						
E 21	WAVY	10/20/12	10/20/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				Notre Dame Football											
NOTRE DAME FTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$200.00		0.00						
N 22	WAVY	10/24/12	10/26/12	Today Show 2	CM	9a-10a	--WTF--	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	4		\$300.00		0.00						
N 23	WAVY	10/29/12	10/29/12	Today Show 2	CM	9a-10a	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
N 24	WAVY	10/24/12	10/26/12	Today Show 3	CM	10a-11a	--WTF--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$250.00		0.00						
N 25	WAVY	10/29/12	10/29/12	Today Show 3	CM	10a-11a	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				Today Show 3											

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N25	WAVY	10/29/12	10/29/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$250.00		0.00						
N26	WAVY	10/24/12	10/26/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	--WTF--	:30	4	\$75.00	P4	0.00	NM	4	\$300.00
Week:		10/22/12	10/28/12	--WTF--	4		\$75.00		0.00						
N27	WAVY	10/29/12	10/29/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
Week:		10/29/12	11/04/12	M-----	2		\$75.00		0.00						
N28	WAVY	10/24/12	10/26/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--WTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
Week:		10/22/12	10/28/12	--WTF--	4		\$125.00		0.00						
N29	WAVY	10/29/12	10/29/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
Week:		10/29/12	11/04/12	M-----	1		\$125.00		0.00						
N30	WAVY	10/24/12	10/26/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	--WTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
Week:		10/22/12	10/28/12	--WTF--	2		\$700.00		0.00						
N31	WAVY	10/29/12	10/29/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
Week:		10/29/12	11/04/12	M-----	1		\$700.00		0.00						
N32	WAVY	10/24/12	10/26/12	M-F 2-3p The Doctors	CM	2-3p	--WTF--	:30	4	\$75.00	P4	0.00	NM	4	\$300.00
Week:		10/22/12	10/28/12	--WTF--	4		\$75.00		0.00						
N33	WAVY	10/29/12	10/29/12	M-F 2-3p The Doctors	CM	2-3p	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
Week:		10/29/12	11/04/12	M-----	1		\$75.00		0.00						
N34	WAVY	10/24/12	10/26/12	M-F 3-4p Maury Povich	CM	3p-4p	--WTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
Week:		10/22/12	10/28/12	--WTF--	4		\$125.00		0.00						
N35	WAVY	10/29/12	10/29/12	M-F 3-4p Maury Povich	CM	3p-4p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
Week:		10/29/12	11/04/12	M-----	1		\$125.00		0.00						
N36	WAVY	10/24/12	10/26/12	M-F 4-5p M-F 4-5p	CM	4p-5p	--WTF--	:30	4	\$175.00	P3	0.00	NM	4	\$700.00
Week:		10/22/12	10/28/12	--WTF--	4		\$175.00		0.00						
N37	WAVY	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
Week:		10/29/12	11/04/12	M-----	1		\$175.00		0.00						
N38	WAVY	10/24/12	10/26/12	Today Show M-F Today Show M-F	CM	7a-9a	--WTF--	:30	4	\$700.00	P2	0.00	NM	4	\$2,800.00
Week:		10/22/12	10/28/12	--WTF--	4		\$700.00		0.00						
N39	WAVY	10/29/12	10/29/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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N39	WAVY	10/29/12	10/29/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$700.00	P2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$700.00		0.00		
N40	WAVY	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----S-	:30	1	\$500.00	P2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S-		1				\$500.00		0.00		
N41	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$200.00	P2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S		1				\$200.00		0.00		
N42	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S		1				\$400.00		0.00		
Totals													92	\$24,300.00